

Make the
Gradé
with **SCHOOL BREAKFAST**

#NSBWinAZ
March 2-6, 2015

ADE 1st Annual Celebrity Celebration

- 34 Celebrities Participated
- 5 Cities
- 20 Sites Hosted Celebrities
- 2 Media Events

#NSBWinAZ

MARKETING



NSBW TV and Radio commercials aired
in English and Spanish

- Channels 10 (FOX), 3(IND) and Univision in Phoenix
- Channels 4 (KVOA) and Univision in Tucson
- 104.7 KISS and Spanish Hits in Phoenix
- 93.7 KRQ, KCMT Spanish Hits in Tucson



MONDAY
March 2nd

CTA Freedom Academy (Chandler)

Drew Stanton, Cardinals QB



Make the
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Drew Stanton, Cardinals QB



CTA Freedom
Academy
(Chandler)



Make the
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Drew Stanton, Cardinals QB

CTA Freedom Academy (Chandler)



Cheetham Elementary (Laveen)

Miss Phoenix, Kaitlin Vortharms



Rogers Ranch Elementary (Laveen)

Miss Scottsdale, Alexandra Taylor





Tucson High School (TUSD)

Channel 13 (KOLD) also did a live broadcast at the school!



UA Pomline

Miss Tucson Desert Rose

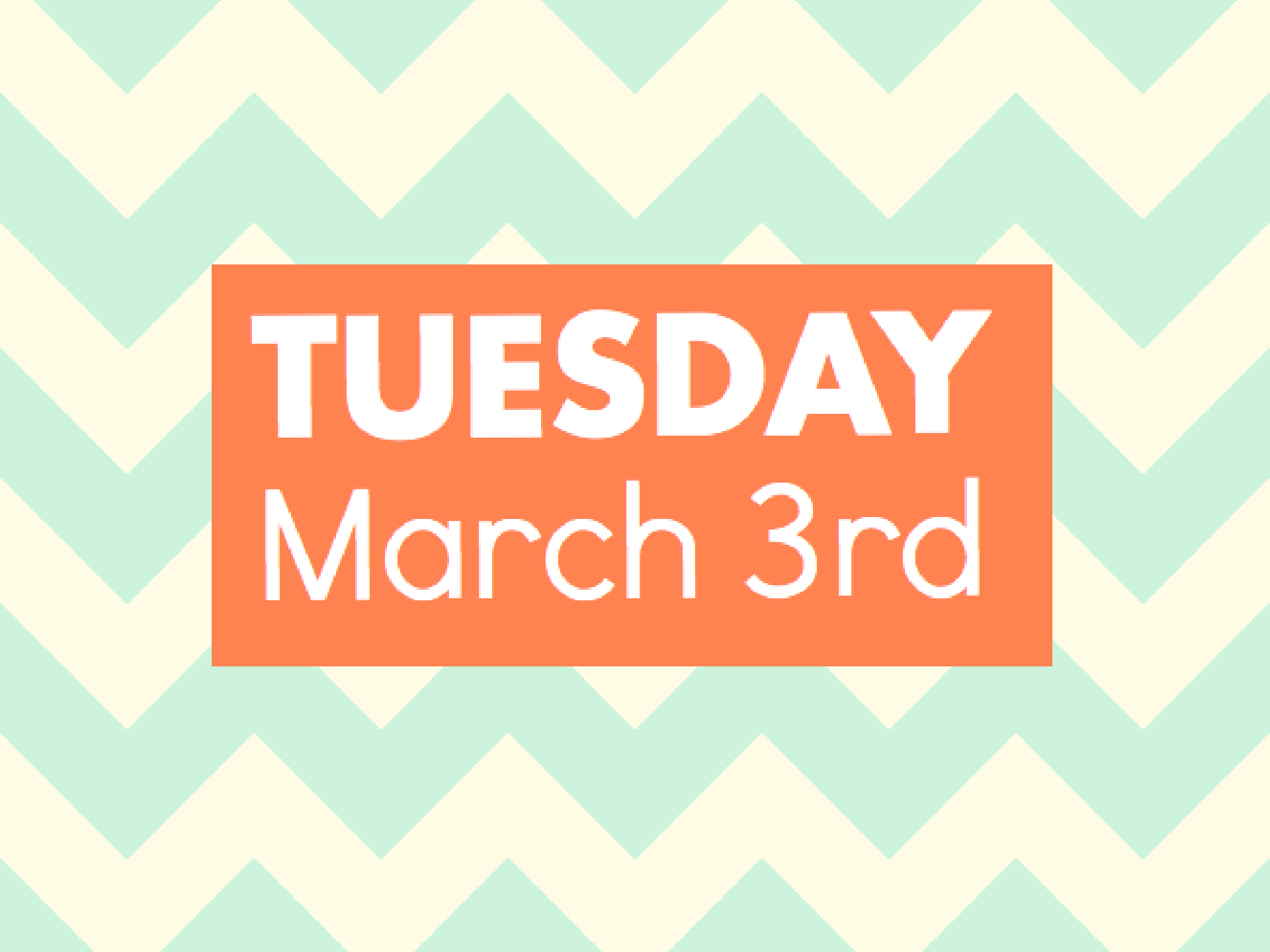
Miss Tucson Old Pueblo's Outstanding Teen

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Joyce Clark Middle School (Sierra Vista)



Miss Sierra Vista, Kimberley Nason



TUESDAY
March 3rd

M.O. Bush Elementary (Roosevelt)

Miss Maricopa County, Christina Tetreault UA Nutrition Network





WEDNESDAY
March 4th

Entz Elementary (Mesa)



Miss Phoenix's Outstanding Teen, Ashlyn Thompson Miss Mesa, Erika Wenzel



Kyrene del Norte (Kyrene)



ASU Student-Athletes

Kyrene de los Ninos (Kyrene)



ASU Student-Athletes



Weinberg
Elementary
(Chandler)

Miss Maricopa County, Christina Tetreault

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Laguna Elementary (Flowing Wells District in Tucson)

Miss Glendale, Jordyn Owen
Miss Tucson Desert Rose Outstanding Teen, Dimon Sanders





THURSDAY

March 5th

Agua Fria High School (Agua Fria HS)



Miss North Phoenix, Katelyn Neimeic

Desert Edge High School (Agua Fria HS)



**Miss North Phoenix,
Katelyn Neimeic**



Tarwater Elementary (Chandler)



Miss Chandler, Ariyanna Norman
Miss Glendale's Outstanding Teen, Elan Morris

UA Pomline



Walter Douglas Elementary
(Flowing Wells District in
Tucson)

Litchfield Elementary (Litchfield)



**Breakfast with a Dignitary,
Mary Szafranski,
HNS Associate Superintendent**





FRIDAY
March 6th

Millennium High School (Agua Fria H.S.)

Miss North Phoenix, Katelyn Neimeic



C.J. Jorgensen Elementary (Roosevelt)



**Miss Maricopa County,
Christina Tetreault**

C.J. Jorgensen Elementary (Roosevelt)

Miss Maricopa County, Christina Tetreault



Palmcroft Elementary (Yuma)

Miss Yuma County, Kacey Turner
Miss Tucson Del Sol, Payton Patane



Make the
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Desert Meadows Elementary (Laveen)



Miss Arizona, Alexa Rogers
Miss Arizona's Outstanding Teen, Amber Barto

Desert Meadows Elementary (Laveen)



Miss Arizona, Alexa Rogers
Miss Arizona's Outstanding Teen, Amber Barto

Make the
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Celebrities on Social Media

#NSBWinAZ



FACEBOOK



Miss Tucson Desert Rose's Outstanding Teen 2015

March 4 at 7:11am · 🌐

National School Breakfast Week is here! I'm at Laguna Elementary school, where students can get a healthy breakfast complete with fruit, whole grains, and milk!



Like · Comment · Share · 🍷 5



Miss Phoenix

March 2 at 8:07am · 🌐

Like Page

It's National School Breakfast Week in Arizona! The theme is 'Make the grade with School Breakfast!' and the updated school breakfast standards require daily offerings of #fruit, #wholegrains, low-fat/fat free #milk, making school breakfast a healthy way to start the day! I had such an amazing time joining the kids at Cheatham Elementary School for #breakfast this morning! They were amazing! #NSBWInAZ #healthychoice #MAO #Missphoenix2015 @missazorg



Miss Arizona's Outstanding Teen

March 4 at 3:23pm · 🌐

National School Breakfast Week March 2-6! Catch many Arizona local titleholders throughout the week appearing at schools promoting school breakfast. Personally I will be at Desert Meadow Elementary on Friday morning. Check out #NSBWInAZ to see other exciting events happening around the state. Did you know students who eat school breakfast have improved concentration and miss fewer days of school? I love my breakfast before school! #MissAZ #MAZOT #lovemybreakfast #makethegrade



Unlike · Comment · Share · 🍷 6



FACEBOOK



Jordyn Owen

March 4 at 8:05am · Instagram · 81

It's National School Breakfast Week, and the theme is "Make the Grade with School Breakfast!" A healthy school breakfast helps students perform their best in the classroom!

Check out this healthy school breakfast served at Laguna Elementary School for #NSBWInAZ! Here's what's on the menu today: Choice of banana muffin, cereal, or graham crackers...with string cheese, low fat milk, juice and a variety of fruit! 🍌



Unlike · Comment · Share · 17 1



Tricia Duenas at Tucson High Magnet School

February 20 at 11:43am · 48

March 2nd through March 6th will be National School Breakfast week! I am excited to be participating in the Arizona Department of Education's first annual School Breakfast Week Celebrity Celebration!

On Monday, March 2nd at 7 am, I will be celebrating at Tucson High School and I can't wait to mingle and share school breakfast with the students of Tucson High!

#NSBWInAZ #NSBW #TucsonHighSchool #MissTucsonDesertRose #MissArizona2015 #RoadToMissAZ #MissAmericaOrg





FACEBOOK



Tricia Duenas with J'lynn Delgado

March 1 at 5:19pm · Tucson, AZ · 🌐

Tomorrow is the first day of National School Breakfast Week. J'lynn and I will be serving breakfast at Tucson High School starting at 7 am!

Check out #NSBWinAZ to see the exciting events happening around the state!

#NSBWinAZ



Share · 🍷 27



Patricia Johnson added 24 new photos to the album: School breakfast week celebration in Chandler at CTA Freedom.

March 2 at 12:14pm · 🌐

Great way to kick off School breakfast week with Drew Stanton touting the importance of eating a healthy meal to start off your day and to get your 60 minutes of physical activity every day too. These are all important messages of Fuel Up to Play 60 and Arizona Milk Producers/Dairy Council! was happy to bring in Drew for this special event. This school normally serves 25 meals at breakfast, today they served over 300 MEALS! Let's hope the momentum continues for breakfast — with Jessica Sutarick and 2 others at CTA Freedom School.



Like · Comment · Share

👍 22 people like this

🔄 2 shares



Miss Arizona with Alexa Rogers at Desert Meadows Elementary

March 6 at 10:40am · 🌐

Started off my morning at Desert Meadows Elementary School celebrating #NSBWinAZ making school breakfast a healthy way to start the day! 🍳 Thank you for having me! #NSBW #Foodie #MissArizona #Breakfast #StartYourDayRight #BrainFood #Repost from @azedschools—@missazorg talking with students about the importance of starting their day with a nutritious breakfast #NSBWinAZ



Like · Comment · Share · 🍷 39



FACEBOOK



Pride of Arizona Pom Line added 3 new photos

March 5 at 10:22am · 🌐

This morning we were at Walter Douglas Elementary School for #NSBWinAZ! We loved eating breakfast with the students and helping them Make the Grade with School Breakfast!



Like · Comment · Share · 🍌 76 🗨 1



Miss Scottsdale

March 2 at 9:18am · 🌐

Like Page

It's #NSBWinAZ! Did you know students can get a hot breakfast complete with fruit, whole grains, and milk at over 1,600 schools across AZ? Thank you too the cooks here at Rogers Ranch Elementary School for your help with making this happen! #NSBWinAZ #MissArizona2015 #MissScottsdale2015 #MAO #mostimportantmealoftheday #breakfast #food #National #School #Breakfast



Like · Comment · Share · 🍌 10



INSTAGRAM



mazot2014

4d



172 likes

mazot2014 Celebrating National School Breakfast week at Desert Meadow Elementary school, was a blast! Loved encouraging kids to start the morning right with a nutritional breakfast! ☕🔍
#Celebrate #breakfast #NSBWinAZ



elankm

6d



111 likes

elankm I had such a fun morning with Miss Chandler, Ariyanna, at Tarwater Elementary School! We got to serve breakfast for National School Breakfast Week! The kids were so cute and an absolute joy to talk with! 💕 #MissGlendaleOT
#NorthPhxGlendale2015
#NationalSchoolBreakfastWeek



missmaricopacounty2015

Miss Maricopa County

1w



47 likes

missmaricopacounty2015 It's National School Breakfast Week! I had so much fun being silly with the kiddos of Weinberg Elementary and talking about the importance of having a hearty and balanced breakfast for a successful and energy-filled day! #MakeTheGrade #NSBWinAZ



INSTAGRAM



katelynniemiec

6d



110 likes

katelynniemiec It's National School Breakfast Week & the theme is "Make the Grade with School Breakfast!" Today I visited Agua Fria High School & Desert Edge High School to promote the importance of a



erika_wenzel

1w



22 likes

erika_wenzel Check out Enz Elementary participating in National School Breakfast Week! They offer a healthy, balanced breakfast every day and @missphoenixot and I had a blast talking to the kids about



katelynniemiec

5d



84 likes

katelynniemiec Celebrated National School Breakfast Week at Millennium High School this morning! #NSBW #NSBWinAZ #MissNorthPhoenix #MissArizona2015

SOCIAL MEDIA IMPACT

#NSBWinAZ

Twitter	59 Favorites	18 Retweets
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Facebook	353 Likes	4 Shares
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Instagram	1165 Likes!!
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District Social Media Posts

#NSBWinAZ

Madison Elementary School District
March 5 at 9:34am · Edited · 🌐 Like Page

It's National School Breakfast Week! Principal Stevens helped serve up a healthy breakfast to students at Madison Park this morning! #NSBWinAZ



Like · Comment · Share · 5



FACEBOOK



HUD Food and Nutrition

February 20 at 9:50am · 🌐

It's Fruit & Yogurt Smoothie Friday at Liberty Traditional School & Bradshaw Mountain Middle School! Guess what we had for breakfast? #NSBWinAZ



Unlike · Comment · Share · 5



Roosevelt Child Nutrition Services added 17 new photos — with Sarah Lane and 2 others at Maxine O Bush Elementary School.

March 4 at 4:23pm · 🌐 Like Page

As we continue our celebration of National School Breakfast Week, M O Bush students participated in a school assembly to learn more about the benefits of starting off the day with a healthy breakfast. Special guest, Miss Maricopa County Christina Tetreault, also got to have a little fun with the students. Thank you to our amazing partners, the University of Arizona Cooperative Extension and the Arizona Department of Education. #NSBW #NSBWinAZ #fuelgreatness



Unlike · Comment · Share · 11 · 4

Check out this principal serving breakfast in Madison School District!

Thanks to all our celebrities and
sites who helped make our 1st
Annual Celebrity Celebration for
National School Breakfast Week
a success!

